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No of Questions - 09

SCHOOL OF ACCOUNTING AND BUSINESS
BSc. (APPLIED ACCOUNTING) GENERAL / SPECIAL DEGREE
PROGRAMME

END SEMESTER EXAMINATION – JULY 2015

BCM 20325 Business Communication III

Date : 18th July 2015
Time : 9.00 a.m. – 11.30 a.m.
Duration : Two and Half (02 ½) hours

Instructions to Candidates:

- Write the Index Number in the space provided at the top of this sheet. Do not write your name anywhere in this question paper.
- Answer **ALL** questions in this paper itself.
- This paper consists of three sections (A,B and C)
 - Part A: Question No. 01- **Compulsory**
 - Part B: Answer **FIVE** question *including Question No. 2 and 3*
 - Part C: Answer only **ONE** question
- The total marks for the paper is 100.
- The marks for each question are shown in brackets.
- Answers should be written neatly and legibly.

PART A

Question No. 01 (Compulsory)

- a. Underline the correct word or set of words given within brackets.

The Department (**in, of, for**) (1) Computer Science and Engineering of the University of Moratuwa is celebrating its 20 years of pioneering and innovative IT education in Sri Lanka this year and (**as, since, because**) (2) a part of the celebratory events, an exhibition (**was targeted, targets, targeted**) (3) towards school children and IT enthusiasts will be held from the 3rd to 5th November.

The objective of this exhibition is to (**promote, promoted, promoting**) (4) IT Education in the country and highlight the new trends in IT. There will be exhibits from students of the department, other University departments, schools, other government universities and a large number of industrial stalls.

The Department of Computer Science and Engineering (**was formed, were formed, formed**) (5) in 1985 and it is the first Computer Department in the country. The department (**had introduced, has been introduced, introduced**) (6) the BSc (Engineering) Honours degree programme in 1986, which is the first computing degree in the country. This course (**designed, has designed, was designed**) (7) on the guidelines of the research done by the IEEE Computer Society which advocated the (**integrated, integration, integrate**) (8) software in computing degree courses.

The first batch of students entered the department in 1986 and graduated in 1993. (**Since, For, After**) (9) then, 15 batches have graduated from the department. The department currently has about 200 students following a four year honours course leading to a BSc in Engineering degree.

From next year onwards the department (**will have been, would be, will be**) (10) accommodating 100 undergraduates per batch.

- b. Fill in the blanks with the correct form of the verb given below. You may use Active or Passive as may be suitable.

The police team (1)..... (investigate) into the Rs. 17 million bank robbery at Anuradhapura has found that the bank officers(2) (not/ take) action to repair the alarm bell connected to the safe for the past four years. Police have said that the alarm bell (3)..... (not / ring) on the day of the robbery and added, if the bell had been in order, it (4)(activate) automatically when the robbers (5)..... (break open) the padlocks of the bank's door.

The Assistant General Manager of the bank says that no security personnel (6)..... (deploy) for the protection of any of the bank's branches in the areas as other security measures (7) (take) for the protection of those banks. Security personnel are deployed only during daytime when banks (8). (be) open for the public. He further says that they (9). (not / deploy) any security personnel at present at this branch as they(10)..... (obtain) an insurance cover for the money in the safe.

(20 Marks)

PART B

Answer **FIVE** questions including Question No. 02 and 03

Question No. 02

Read the following text and answer the questions given below.

The London Underground is a public transport network, composed of electrified railways (that is, a metro system) that run underground in tunnels in central London and above ground in the city's suburbs. The oldest metropolitan underground network in the world, first operating in 1863, the London Underground is usually referred to as either simply "the Underground" by Londoners, or (more familiarly) as "the Tube".

Since 2003, the Tube has been part of Transport for London, which also schedules and lets contracts for the famous red double-decker buses. Previously London Transport was the holding company for London Underground.

There are currently 275 open stations and over 253 miles (408 km) of active lines, with three million passenger journeys made each day (927 million journeys made 1999-2000. However there are a number of close down stations and tunnels now.)

Lines on the Underground can be classified into two types: sub-surface and deep level. The sub-surface lines were dug by the cut-and-cover method, with the tracks running about 5 metres below the surface. Trains on the sub-surface lines have the same loading gauge as British mainline trains.

The deep-level or "tube" lines, bored using a tunneling **shield**, run about 20 metres below the surface (although this varies considerably), with each track running in a separate tunnel lined with cast-iron rings. These tunnels can have a diameter as small as 3.56m (11ft 8.25in) and the loading **gauge** is thus considerably smaller than on the sub-surface lines, though standard gauge track is used.

Lines of both types usually emerge onto the surface outside the central area, the exceptions being the Victoria Line which is in tunnel for its entire length save for a maintenance depot, and the Waterloo & City Line which, being very short, has no non-central part and no surface line.

Each station displays the Underground logo containing the station's name in place of the word "Underground", both at entrances to the station and **repeatedly** along the station walls so that they can easily be seen by passengers on arriving trains.

In addition, many stations' walls are decorated in tile motifs that are **unique** to the station, such as profiles of Sherlock Holmes' head at the Baker Street station or a cross containing a crown at the King's Cross station

1. Write two specific features of The London Underground transport network. (2)

I.....

II.....

2. How is The London Underground usually referred to by Londoners? (1)

.....

3. How many open stations are there in The London Underground? (1)

.....

4. What is the length of the active lines of The London Underground? (1)

.....

5. What are the two types of the lines on The London Underground? (1)

I.....

II.....

6. Describe the two types of the lines on The London Underground? (2)

I.....

.....

II.....

.....

7. What does each station display? (1)

.....

8. How are the walls of the station decorated? (1)

.....

9. Give two examples for the wall decorations. (1)

I.....

.....

II.....

.....

10. Write the meanings of the following words as used in the text. (4)

1. Repeatedly -

2. Unique -

3. Gauge -

4. Shield -

(15 Marks)

Question No. 03

Summarize the following passage in **not more than 180 words**.

The Government is taking seriously the issue of road safety and is committed to reducing the number of people killed in accidents. Forums are being conducted regularly to bring law-makers, law enforcement officers and road users together to discuss ways to tackle the rise in road accidents. Everyone agrees that more needs to be done on road safety in its determination to curb the rate of road accidents in the country. The Government, with the cooperation of relevant agencies, is making serious efforts to instill proper road culture in children, young adults and the public in general.

There are approximately 14 million cars on the road with the figure on the rise and the traffic police have been taking a tough stance on traffic offenders. During the first 10 months of the year, the traffic police issued 143,077 summonses to motorists for traffic light related offences. Statistics reveal that traffic light related offences are on the rise, especially in the urban areas. The traffic police, however, have taken a tough stance against traffic light defaulters by slapping hefty fines and 'awarding' demerit points to the offenders. Typical reasons cited for beating traffic lights include rushing to an urgent appointment or even worse to be completely oblivious of the changing of the lights.

If an accident results from the violation of the traffic regulations, the driver could very well find himself in court charged with dangerous driving. Usual punishments include a fine, a ban on driving for a specified time and may even be a prison sentence. Sometimes, the court may even order to pay out compensation if death occurs as a result of the accident.

One common misconception held by motorists is that when the light turns amber, they should speed up and clear the junction before the light turns red. But in fact, the amber light indicates that the motorist should slow down in order to stop. By following and understanding the guideline, unintentional traffic light beating will almost be improbable, while making the road safer for everyone else.

Sometimes, motorists are flagged down by the police because they could have committed one traffic offence or another. The most common are speeding, using the hand phone without a hands-free kit, using the emergency lane or reckless driving. If flagged down, indicate your intention by using your indicator and pull over to the side and at night switch on your cabin

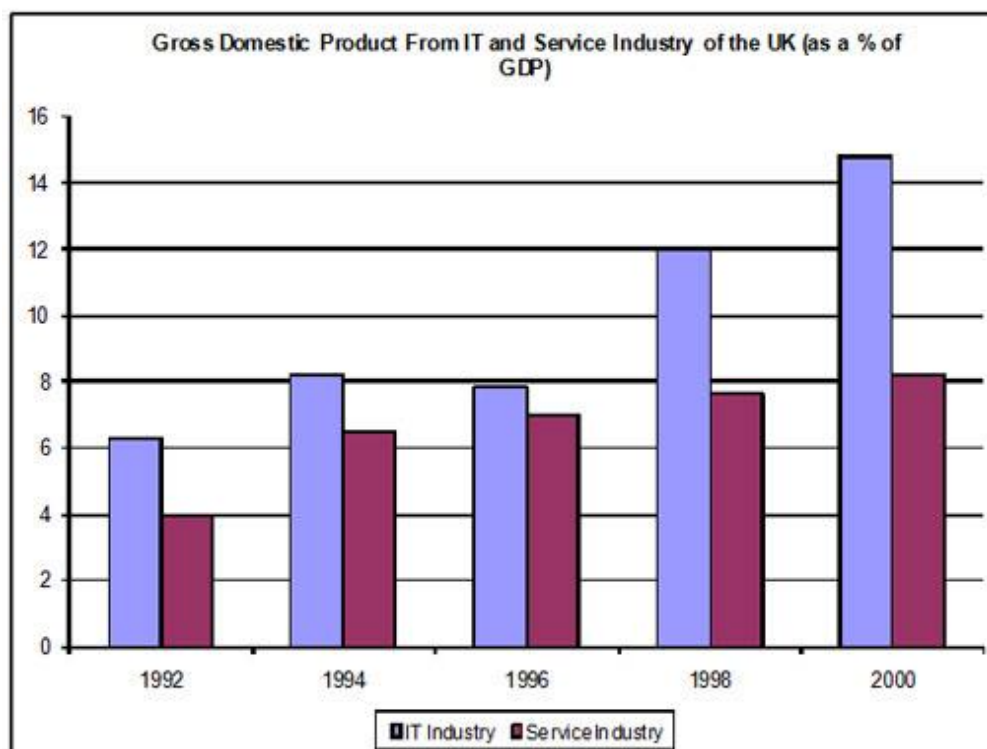
lights. This will allow the police officer to look into your car easily. Also, voluntarily turning on the light will show that you have nothing to hide.

Usually at road blocks, for every 10 plain-clothes police officers, there would be two uniformed police personnel manning the operation. If you are stopped by uniformed police officers while driving, stop the car and wind down your window. If the police officers ask for your documents, request to see their identifications first. You have the right to know the offence you have committed by asking the police officers. Produce your identity card and driver's license and wait to collect your summons.

(15 Marks)

Question No. 04

Describe the trends in the following bar chart **using not more than 125 words.**



.....

.....

.....

Question No. 06

Connect each pair of sentences into one complex sentence using the following conjunctions.
You may use one conjunction more than once.

(until, because, whenever, although, unless, if, while, once, after)

1. We do our homework, we won't be able to play.

.....

2. My dog waited at the door for us. We got home.

.....

3. None of us wanted to leave. We had to be home before midnight.

.....

4. Charlie doesn't stop teasing that dog. The dog is going to bite him.

.....

5. We took pictures. The monkeys swung from the trees.

.....

6. My sister gets in trouble. My dad makes her weed the garden.

.....

7. School starts. you need a pass to get into your class.

.....

8. I had to go to the dentist. My back tooth started to hurt.

.....

9. I finished my project, I asked my dad to check it for mistakes.

.....

10. We could not go to the movies. My baby sister woke up from her nap.

.....

(10 Marks)

Question No. 07

Write a cover letter for the following job vacancy

Job title - Supply Chain and Logistics Assistant
NEXT Manufacturing (Pvt) Ltd.
No. 123, Galle Road, Colombo 06.

An excellent opportunity has arisen to work for a leading manufacturing firm based in Colombo. This is a new role that has been developed due to increased business and offers fantastic career opportunity for the right candidate who wishes to pursue a career within supply chain/logistics.

ROLE REQUIREMENTS

- A degree holder in Logistics Management
- Self-starter able to manage priorities and tasks
- Influencer used to working and directing to achieve task completion
- Proactive planner with analytic skills
- Understanding of supply chain management
- Excellent skills in Excel (advanced level) and other MS office package
- Advanced administrative skills

(10 Marks)

PART C

Answer only **ONE** question

Question No. 08

The company you are working for had earned a good profit from the year 2010 to 2012, but in the year 2013 there was a drastic fall in profit and the result was worse in the year 2014. Write a project report analyzing the reasons for this situation and suggest how to overcome the problem in the future.

Use around 250 words

(20 Marks)

Question No. 09

Write an essay on one of the following topics using **not less than 300 words**

1. Road safety is everyone's responsibility
2. Public transport could be made free of charge
3. Inflation
4. The Health Service in Sri Lanka

(20 Marks)